

# LOS ANGELES



**CFCI**  
**DRAFT**

***COMMUNITY ENGAGEMENT***

**PLAN**



# STREET LEVEL **STRATEGY**

Founded in 2006

Los Angeles Based

Over 70 Employees in California

Specializing in Grassroot and Community  
Engagement





# Street Level Strategy CFCI Outreach Team



**Diverse staff with multiple languages spoken including: Spanish, Armenian, Mandarin, and Tagalog**



# *Philosophy and Approach*



## **Mission Driven**

*Strive to honor and embody the spirit, values of Measure J. To advance authentic community engagement to the broader community, especially those most impacted by incarceration, communities of color and other chronically underserved communities.*

## **Direct Engagement**

*Our approach places a premium on utilizing direct engagement tactics that create meaningfully, transparent and considerate engagement, such as in-person visits, house meetings, door-to-door canvassing, and phone calls.*

## **Community Empowerment**

*We are focused on creating an accessible and participatory process that uplifts community voices that are traditionally overlooked and engaging chronically underserved communities.*



# Who are we Engaging with?

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10 million LA  
Residents

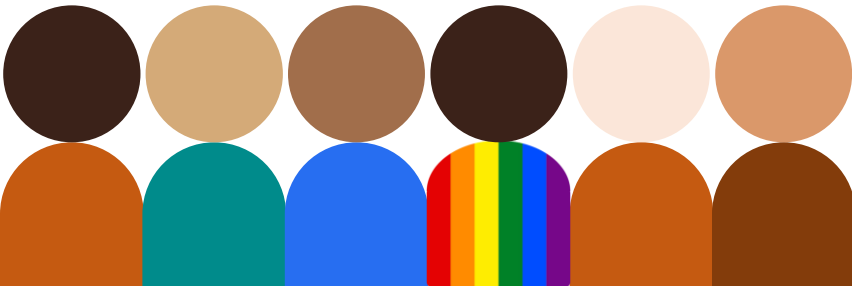


Chronically under resourced communities, Community groups (informal and formal), JENI, JESI, & ARDI-identified communities in need

KEY Groups\*



**Black** / African Americans, **Native** American & Tribal Communities, **Immigrant** & Refugee Communities including **Asian** and Black Immigrants, **Youth** & Young Adults, People who are **Monolingual** in **Spanish** and other languages, People who are **Transgender** & Non-Binary, Gang and Ex **Gang Members** and People who are **Impacted** by the Justice System



\*Including, but not limited to



# Two Tracked Engagement Process

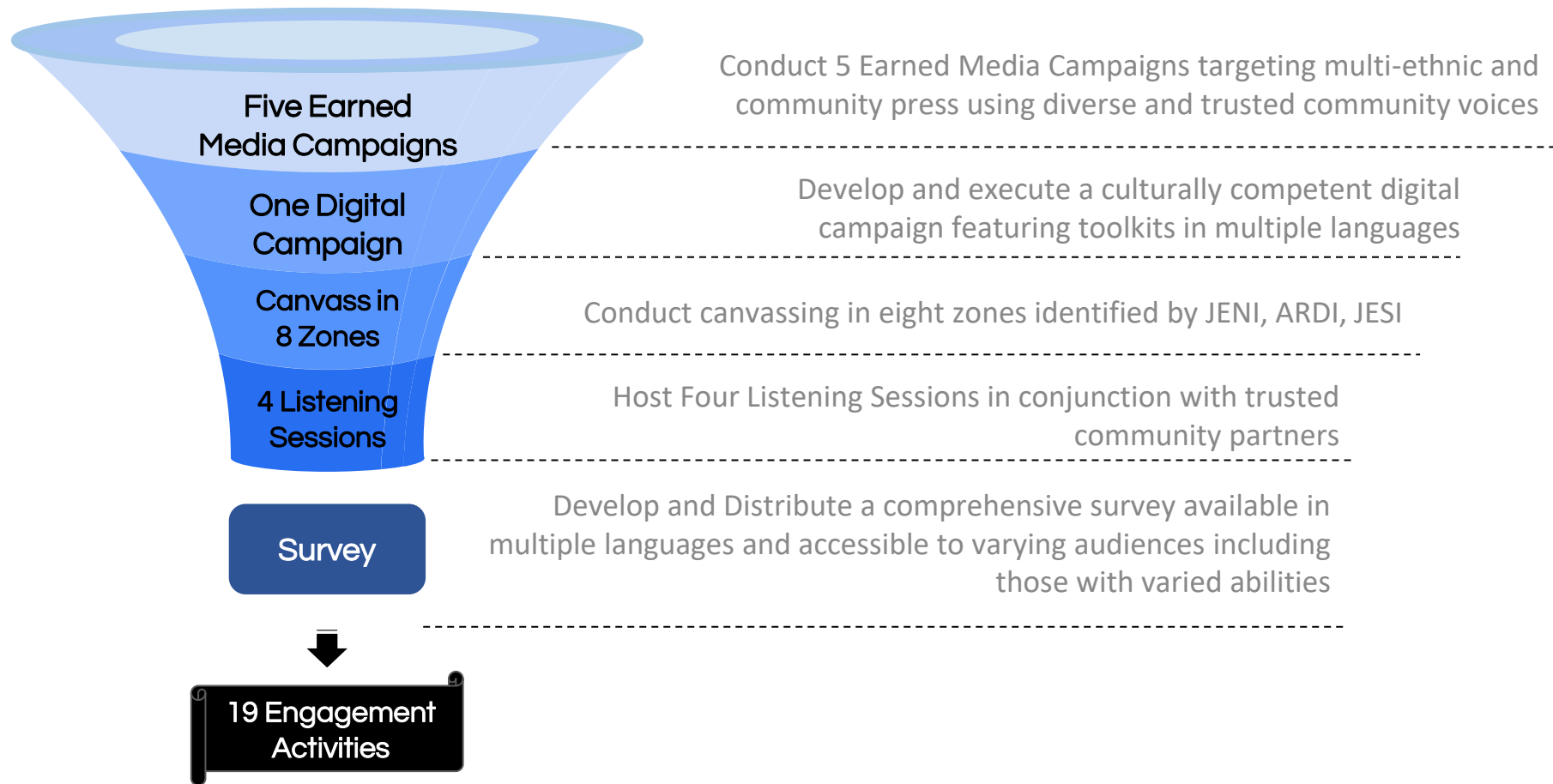
Tracks	Tactics	Process
Concept Recommendation Outreach	Earned Media Campaign, Digital Campaign, Online Informational Sessions	
Comprehensive Community Engagement	Earned Media Campaign, Digital Campaign, Survey, Canvassing, and Listening Sessions	

 Inform and Educate on the CFCI Process

 Community Empowerment



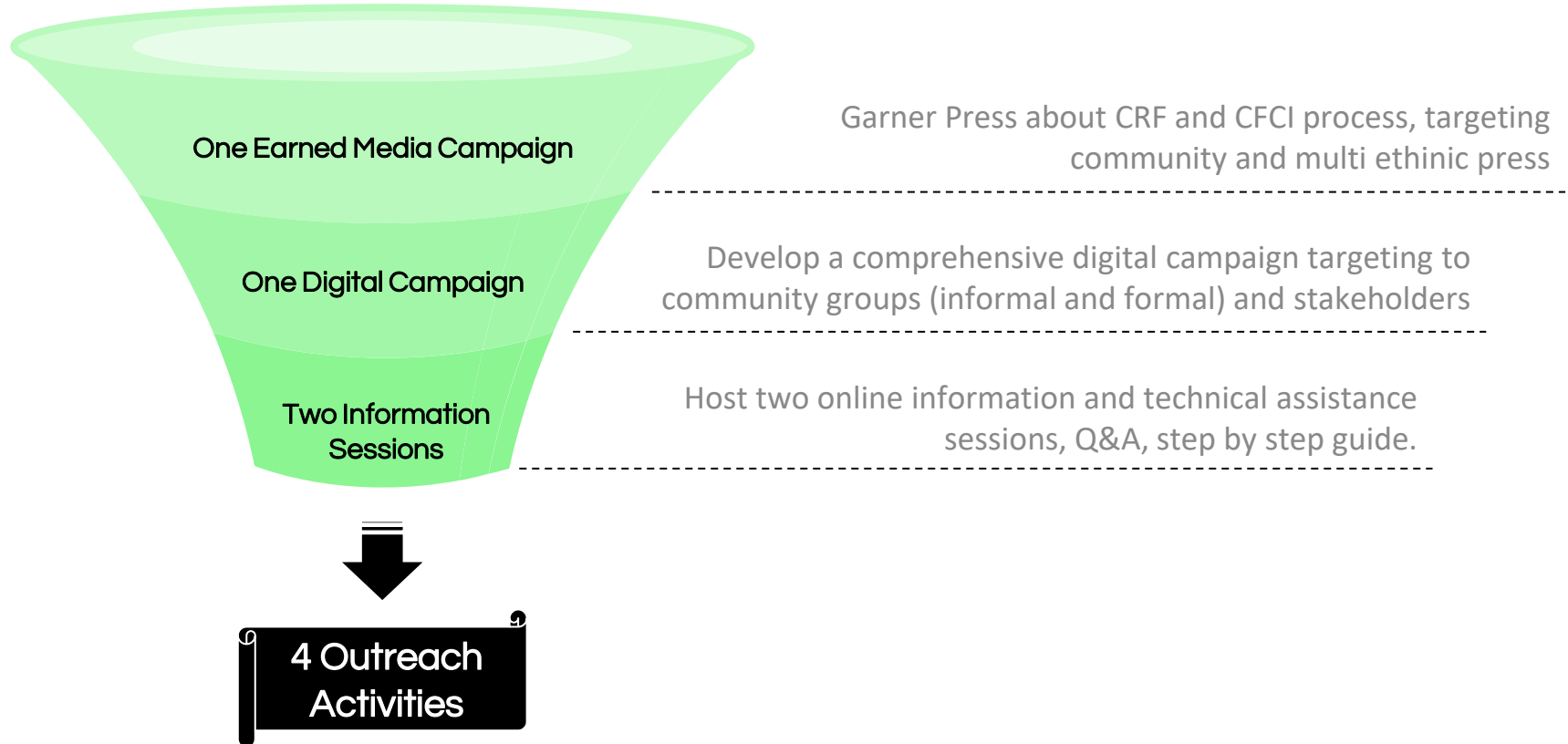
# Comprehensive Community Engagement





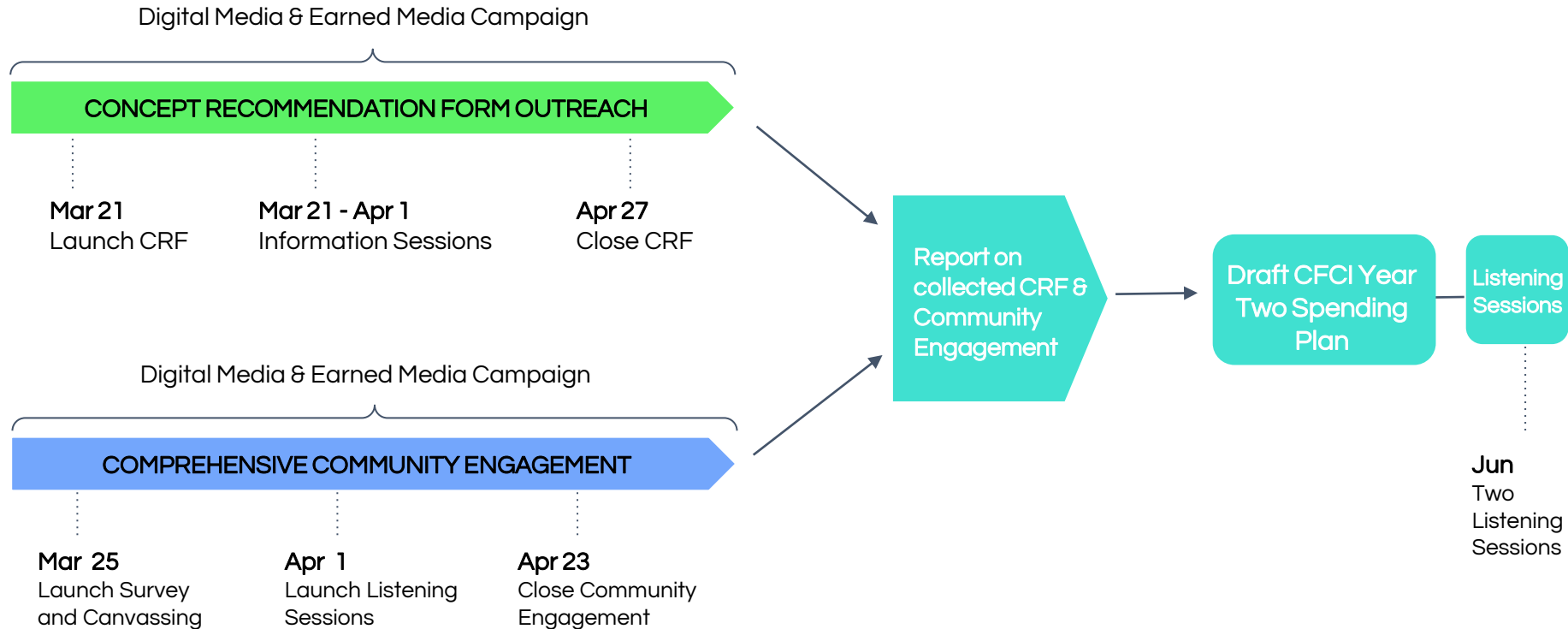
# Concept Recommendation Form Outreach

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# Timeline and Engagement Process





# Tactics

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Tactic	Description
Earned Media	<p>Identify and prepare trusted and diverse voices for media interviews, Prepare Letters to Editor, Pitch Media, Prepare Press Releases and develop a curated list of community and multi-ethnic press to promote CRF, Survey, Listening Sessions and CFCI Process</p>
Digital Campaign	<p>Develop and distribute Digital Toolkits that promote the CRF, Survey, Listening Sessions and CFCI Process, available in multiple languages to trusted community partners. Develop Social media channels to promote CRF, Survey, Listening Sessions and CFCI Process and cross promote to ensure maximum exposure</p>
Canvassing	<p>Promoting participation and collect feedback through one-on-one interactions. Canvassing will be targeted using JENI, JESI, ARDI indexes to identify chronically underrepresented groups</p>



# Tactics

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Tactic	Description
Listening Sessions	<p>Listening Sessions: Includes elements of participatory budgeting. These sessions foster in-depth conversations and participation through breakout sessions, voting and other dynamic tools. Will engage community partners and stakeholders to co-facilitate</p>
Survey	<p>Survey:</p> <ul style="list-style-type: none"><li>- Built through collaborative and inclusive process</li><li>- Designed to collect general feedback</li><li>- Administered in person and online</li><li>- Accessibility - multiple languages and varied abilities</li></ul>



# Working with the CFCI Advisory Committee

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## Activity

Ongoing Real Time Information Sharing On  
Outreach In Progress

Close Collaboration with Community  
Engagement Subcommittee

Comprehensive report on CRF

Ensure Committee members have access to all the  
necessary tools to be active partners in this process

Preliminary Data findings from Community  
Engagement Process



Feedback, Questions, Comments